



CITY OF MILPITAS
ECONOMIC DEVELOPMENT COMMISSION
MILPITAS CITY HALL COMMITTEE MEETING ROOM
APPROVED MINUTES
January 12, 2009

- I. Pledge of Allegiance** Vice Chair DeSmidt called the meeting to order at 6:00 p.m. and led the Pledge of Allegiance.
- II. Roll Call** Present were Commissioners Cornell, Mendizabal, M. Nguyen, T. Nguyen, Peoples and Tsao (6:15 p.m.)
Absent were Commissioner Maglalang and Alternate Commissioners Mohsin and Bhambhra
Chair Brahmhatt had an excused absence.
- III. Seating of Alternates** Alternates seated: None
- IV. Announcements**
- City Council** Mayor Bob Livengood announced there will be a meeting with the owner's of Mervyn's on January 26th and a hotel roundtable meeting on February 2nd. He also had a meeting with Chair Brahmhatt and is concerned about non revenue generating uses in industrial land, mainly churches in industrial buildings, and noted other cities have prohibited those types of uses.
- As a Mayor, his goal is to do a lot of outreach to businesses so they know the City wants to work with them and he is hoping the commission can work on bringing revenue to the city and work with other businesses. He will be delivering a "State of the Community speech" on April 22nd at 5:30 p.m.
- Vice Chair De Smidt, Commissioners Mendizabal and Peoples all made announcements.
- V. Public Forum** Vice Chair DeSmidt invited members of the audience to address the Commission on any item not on the agenda.
- Richard Ruth, 1627 Quail Drive, thought it would be a good idea for the Mayor and Commission to pursue luxury homes in the City for business executives.
- Commissioner Rajeev Madnawat from the CAC, invited the Commission to attend the Town Hall meeting on February 5th.
- VI. Approval of Agenda** MOTION to approve the Agenda as submitted.



M/S: Peoples/T. Nguyen

Ayes: 7

VII. Approval of Minutes

MOTION to approve the minutes of November 10, 2008

M/S: Mendizabal/Peoples

Ayes: 5

Abstain: 2 (Cornell and T. Nguyen)

VIII. Unfinished Business

1. Parking Task Force

This item was deferred to the February meeting.

IX. New Business

2. Economic Development Strategy Update

Commissioner Peoples said he would like the Commission to set up priorities and felt that the Parking task force is a great step because it allows flexibility potentially with zoning regulations and parking requirements. He would also like the Commission to focus on incentives for businesses and utilizing resources such as the redevelopment agency.

Mayor Livengood said that the City Manager and Ms. Barnhart will be looking at incentives for local businesses and suggested the Commission put together a work plan with ideas. He felt that Mr. Ruth's executive housing suggestion was a great idea. He reiterated that he is expecting the Commission to be heavily involved with staff and the momentum will be fast paced to keep up with the changes.

Commissioner Peoples suggested that the City work on their internal processes so as not to frustrate business owners and felt that zoning regulations need to be more flexible especially with parking.

Mayor Livengood suggested that the Commission put together a subcommittee to come up with different ideas.

Ms. Barnhart said the City does not get revenue when customers book hotel rooms through the internet and said this is big issue.

Commissioner T. Nguyen said there is already an Economic Strategic Plan in place and suggested that the Commission review the recommendations and make adjustments accordingly and Commissioner Peoples agreed.

Commissioner Peoples suggested for the next meeting, the Commission could look at implementation and revise the recommendations from the Economic Strategic Plan.

Commissioner Cornell volunteered to be a part of the subcommittee and suggested that the meeting occur at lunchtime at the Crowne Plaza hotel and suggested the week of



January 26th. Ms. Barnhart, Vice Chair DeSmidt and Commissioner Peoples volunteered to participate.

Commissioner Mendizabal requested a copy of the Strategic Plan.

Motion to form a task force to review the Strategic Plan recommendations, establish an update and implementation that would include all the members to provide input to the task force and come up with an outline at the next meeting.

M/S: Peoples/Cornell

Ayes: 7

3. Development of Performance Measures

Ms. Barnhart discussed this in relationship to the Strategic Update asking Commissioners how they might tie performance measurements to the activities of the Commission and implementation of the Action Plan. She offered that a measure of success could be indicators such as Transient Occupancy Tax (TOT), sales tax, the number of employees. She offered that challenges with performance measures are if data is available, number of bus. Licenses, sales tax numbers. The Commission could also evaluate their activities of the last three years.

Vice Chair DeSmidt said some customers do not understand the business license process and asked for clarification. City Manager Tom Williams said there is a process and suggested that this be agendaized at a future meeting so that the Chief Building Official could do a presentation.

Commissioner Peoples asked if the website will be updated and City Manager Williams said the City is updating their website and the new version will be coming out soon. Vice Chair DeSmidt said he would like to see a City memo outlining the updates.

4. Annual Report to the City Council

Ms. Barnhart noted that several commissions submit an annual report to the city council and suggested that the Commission do the same thing and the Commission agreed.

5. Creating Green Policies as part of the Economic Development Program

Ms. Barnhart noted that this item came from Commissioner Maglalang and said that Mayor Livengood has requested that staff draft a Green Building Ordinance.

Mayor Livengood said that he envisions the Green Building Ordinance to streamline construction and materials and long-term impacts relating to energy consumption. Commissioner Peoples said he would like the task force to keep this in mind when working on the updates.

X. EDC Subcommittee Reports - None

XI. Upcoming Events

A. Future Agenda Items: Report on the Library Photovoltaic Study



Vice Chair DeSmidt requested the library photovoltaic study presentation and Ms. Barnhart suggested to agendaize this at the next meeting.

Commissioner Peoples asked if the County will have solar panels. City Manager Williams said that solar panels are not cost effective however the library structure was installed for future photovoltaic installation.

B. Next Meeting: February 9, 2009

C. Commissioner's Brunch: Saturday, April 4th at Dave and Busters.

Ms. Barnhart noted that the Commissioners Recognition Brunch will be held on Saturday, April 4th at 9 a.m. at Dave and Busters. Part of the money reserved for the Commissioner's gift will be donated to the food pantry.

D. State of the Community Address: Wednesday, April 22, 2009, 5:30 p.m. City Hall.

E. Adjournment

Commissioner Peoples said he hired three more people last month and he is still hiring and his business is pretty business. He was also able to rent out a portion of his building to Great Jump Sports.

City Manager Tom Williams said that Honda is still planning to open up their office in June.

Commissioner T. Nguyen asked about the Landmark Tower project and City Manager Williams said they need financing.

Vice Chair DeSmidt said that the owner of Serra Center provided a presentation to the Downtown Association.

XII. Adjournment Vice Chair DeSmidt adjourned the meeting at 7:08 p.m. to the February 09, 2009 meeting.

Respectfully submitted,

Veronica Bejines, Recording Secretary